

# PSJ3

# Exhibit 97

JAN-MS-00308836 (Native)

## D U R A G E S I C

### 2004 Brand PME Budget

<b>2004 Business Plan</b>	<b>24,000</b>
2003 Prespend	(1,000)
CME Programs	(1,500)
Grants	(350)
Field Grants	(600)
Charitable Contributions	(150)
<b>2004 Annual Budget</b>	<b>20,400</b>
Less SCG	(900)
<b>2004 March Update Brand Budget</b>	<b>19,500</b>
CME Transfer back	400
Field Grants Transfer back	200
AP-48 Transfer	4,000
<b>2004 June Update Brand Budget</b>	<b>24,100</b>
Transfer to Green Regional PME's	(135)
Transfer from SMS CoE Adv. & Promo (PDR expenses)	46
Duragesic Recall Budget	2,500
<b>2004 October Estimate Brand Budget</b>	<b>26,511</b>
Leap Frog	(31)
Transfer to Green Regional PME's	(240)
Transfer to P&L for CME group (monographs \$270K + NPEC website \$250K)	(520)
<b>2004 Latest Estimate Brand Budget</b>	<b>25,720</b>

*Excludes Regional PME and Strategic Customer Group allocations*

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